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Globalization and localization of Management Control Systems

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Programme

Wednesday, 04 June 2014

12:00 – 12:30 Registration

12:30 – 13:30 Lunch

13:30 – 14:00 Welcome to 5th Aalborg University Conference by Olav Jull Sørensen, Professor and Head of IBC; Birgitte Gregersen, Head of Department of Business and Management, and Marin Marinov, Dr. and professor at IBC

14:00 – 14:45 Keynote speech: *Resource-Poor Emerging Economy Multinationals or Just Poor Eclectic Theory?* Jean-Francois Hennart, Tilburg University

14:45 – 15:00 Coffee break

15:00 – 16:15 Panel Session 1: *Corporate Foresight and Strategic Decisions*

Session chair: *Claudio Gomes Portaleoni, Siemens*

Panellists: *Svetla Marinova, Aalborg University*

Marin Marinov, University of Gloucestershire, Aalborg University

16:15 – 16:30 Coffee break

16:30 – 18:00 Three parallel session: 1 - 3

Parallel Session 1: *Internationalization of Born Globals*

Session Chair: Jean-Francois Hennart

The Accidental Internationalists: A Theory of Born Globals, *Jean-Francois Hennart, University of Tulburg*

Longitudinal Internationalization Processes of Born Globals: Three Chinese Cases of Radical Changes, *Xiaotian Zhang, University of Tartu and Jorma Larimo, University of Vaasa*

Reborn Internationals and Reconfiguration of Resources in the Internationalization Process of Small Firms, *Per Servais, University of Southern Denmark and Arnim Decker, Aalborg University*

Parallel Session 2: *Banks and Financial Institutions*

Session Chair: John Kuada

A Second-Order Means and Covariance Structure Analysis of the Differences in Service Performance between Local and Foreign Banks in Tanzania, *George Fasha, University of Pretoria*

The Impact of Culture on Job Satisfaction and Organizational Commitment in Ghanaian Retail Banks, *John Kuada, Aalborg University and Mohammed-Aminu Sanda*

Parallel Session 3: *Entrepreneurship and Internationalization of SMEs and Family Firms Session*
Session Chair: John Child

Networking by Internationalizing SMEs in the Light of Domestic Institutional Voids and Cultures, *John Child and Rose Narooz, University of Birmingham*
Entrepreneurial Opportunities: Factors Used in Evaluating Home Country vs. the Host Country, *Patrick Woock, Lu Wei and Yun Fei*
Perceived International Cooperation Barriers and the Relationship Quality – Empirical Study on Polish SMEs Cooperating with Partners from China and Germany, *Lidia Dank, Warsaw School of Economics*
Ranking of Barriers to SME Internationalization in India: An AHP Approach, *Santhosh C and M.H. Bala Subrahmanya, Indian Institute of Science, Bangalore*

19:00 – 20:00 Dinner

Thursday, 05 June 2014

08:15 – 09:00 Keynote speech: *New Challenges to Internationalization*, *Marjan Svetlicic, University of Ljubljana*

09:00 – 10:15 Panel Session 2: *Internationalization of Central and Eastern European Firms*

Session Chair: *Marin Marinov, University of Gloucestershire, Aalborg University*

Panellists: *Marjan Svetlicic, University of Ljubljana*
Jorma Larimo, University of Vaasa, Finland
Andrei Panibratov, St. Petersburg State University
Marina Latukha, St. Petersburg State University

10:15 – 10:30 Coffee break

10:30 – 12:00 Three parallel sessions: 4 - 6

Parallel Session 4: *Innovation, Networks and Internationalization*
Session Chair: *Zsuzsanna Vincze*

Uncover the Hidden Innovation: Analysis of Innovation Behaviour of Swedish Firms, *Zsuzsanna Vincze, Vladimir Vanyushyn and Håkan Boter, University of Umeå*
Resource Allocation in Radical Innovation Projects: Uncertainty in the Project Pipeline, *Jimmi Normann Kristiansen, Aalborg University*
Trust as Governance in Intra-Firm Knowledge Networks: A Review, *Marisol Jensen, Aalborg University*
Ownership, Political Tie and Innovation Efficiency: Evidence from China's Private and State-Owned Enterprises, *Jizhen Li and Huanji Wang, Tsinghua University*

Parallel Session 5: *Global Value Chain and Internationalization of Firms*

Session Chair: Alexander Brem

A Global Value Chain Analysis in the Frozen Seafood Industry: A Case Study –

Karina Hjørringgaard, Aalborg University

The Participation of Vietnamese Stakeholders in the Global Value Chains: An Analysis of Selected Cases, *Nguyen Thi Hai Yen, Luong Thi Ngoc Oanh, Foreign Trade University, Hanoi*

Roots and Tuber Value Chains for Poverty Alleviation and Household Food Security in Ghana: Potentials and challenges, *R. Aidoo, Kwame Nkrumah University of Science and Technology, A. Wangel, Technical University of Denmark, F. D. Wireko-Manu, Kwame Nkrumah University of Science and Technology, T. Nielsen, Aalborg University and A. Lassen, University College of Northern Denmark*

Trust and Commitment in International Buyer-Seller Relationship: A Dyadic Study in an Emerging Asian Country Context, *Rakib Ahmed, Reem Quashem, M Yunus, Monash University Malaysia Campus*

Parallel Session 6: *Contemporary Issues of Internationalization*

Session Chair: Jeanne Sørensen

Understanding the Role of Culture in Consumers' Subjective Emotional Experiences, *Jeanne Sørensen, Aalborg University*

Country of Origin Effect on Brand Perception – A Systematic Review of the Literature from the Last Two Decades (1993-2013), *Andrea Ioana Jacob, Aalborg University*

Internet Enabled Internationalization, *Jonas Strømfeldt Eduardsen and Reimer Ivang, Aalborg University*

Implementation Issues of Cross-border Acquisitions: Evidence from Scandinavia, *Daojuan Wang, Aalborg University, Hamid Moini, University of Wisconsin and John Kuada, Aalborg University*

12:00 – 13:00 Lunch

13:00 – 14:30 Three parallel sessions: 7 - 9

Parallel Session 7: *Firm Internationalization Issues*

Session Chair: Marina Latukha

Legitimacy Strategy to Encounter Multiplicity of Institutions and Actors: The Case of European MNCs in a Fragmented Business System, *Mohammad Rana, Aalborg University*

The Post-Formation Management of International Joint Ventures: A Sensemaking Approach, *Li Thuy Dao, Aalborg University*

Due-Diligence Process for M&A from Human Resource Perspective: What Should Be Done to Prevent M&A Failure?, *Marina Latukha, St Petersburg State University*

Influence of Generational Change on Internationalization Process of Family Firms: Research Agenda for Emerging Country Perspective, *Reem Quashem, Rakib Ahmed, M Yunus Ali, and Manjit Singh Sandhu*

Parallel Session 8: *Internationalization and FDI*
Session Chair: Witold Wilinski

Contribution of Foreign Direct Investment to Parent Firm Performance: Evidence of Emerging Multinationals from Poland, *Piotr Trapczynski, Poznan University of Economics*

Outward Foreign Direct Investment Policy: A Study of the European Union and China, *Witold Wilinski, Warsaw School of Economics*

The Effects of Country and Industry Factors on the Competitive Advantage of European Construction Firms Operating in Russia, *Andrei Panibratov, St Petersburg State University*

Parallel Session 9: *Diverse Issues of Internationalization*
Session Chair: Jens Graff

Globalization and Localization of Management Control Systems, *Thomas Toldbod, Aalborg University*

Bitter Vietnamese Tapioca Roots, *Jens Graff, Consultant*

Food Retail Internationalization in Africa: What the Media Said? *Felix Adamu Nandonde, Aalborg University*

International Expansion of Clothing Manufacturers from Kenya: A Dichotomy between Firms' Capabilities and Institutional Support', *Deusdedit Rwehumbiza, Noor Un Nabi and Utz Dornberger (University of Leipzig)*

14:30 – 14:45 Coffee break

14:45 – 15:45 Panel Session 3: *Emerging Economies and Firms in the Global Crisis*

Session chair: Svetla Marinova, Aalborg University

Panellists: *Witold Wilinski, Warsaw School of Economics*
Marjan Svetlicic, University of Ljubljana
Jorma Larimo, Vaasa University
Andrei Panibratov, St. Petersburg State University
Marina Latukha, St. Petersburg State University

15:45 – 16:00 Coffee break

16:00 – 17:00 Presentation by Jim Pedersen, CEO: O. W. Bunker and Trading A/S

The Globalization of O.W. Bunker

17:00 – 18:00 Three Parallel Sessions: 10 - 12

Parallel Session 10: *Internationalization, CSR and Strategy*

Session Chair: Nini Yang

Local Responsive Corporate Social Responsibility as a Differentiation Strategy for Firm Competitiveness, *Nini Yang, San Francisco State University*

The Organisational Life Focus (OLF) Strategy Formulation Wheel-DHU Dimensions Model: An Opportunity to Critique the Theoretical Basis and Process of the Botswana OLF Implemented Model, *Madei Mangori*

Parallel Session 11: *Internationalization and Universities*

Session Chair: Valeria Gulieva

International market withdrawal and sustainability of university internationalization, *Romeo Turcan, and Valeria Gulieva, Aalborg University*

Does Student Nationality Affect their Thesis Writing? Evidence from Aalborg University, *Hamid Moini, University of Wisconsin and Romeo Turcan, Aalborg University and Valeria Gulieva, Aalborg University*

Parallel Session 12: *Determinants in Internationalization*

Session Chair: Marlena Dzikowska

Empirical Analysis of Determinants in Vietnamese Groupon Business Model, *Nguyen Thi Tuong Anh and Doan Quang Hung, Foreign Trade University, Hanoi*

Determinants of a Competitive Position of a Relocating Company – Evidence from Polish Manufacturing Industry, *Marlena Dzikowska, Poznań University of Economics*

Determinants of Small and Medium-Sized Enterprises' Export Performance in Vietnam: A Firm-Level Analysis, *Luong Thi Ngoc Oanh, Vu Hoang Nam, Pham Ngoc Toan, Nguyen Thi Xuan Huong, Nguyen Thi Hai Yen*

18:00 – 19:30 Outing in the surrounding area (If it does not rain)

19:30 – 22:00 Conference Dinner

Friday, 06 June 2014

08:00 – 09:30 Panel Session 4: *Creativity*

Session Chair: Søren Hansen, Aalborg University

Panellists: *Christian Byrge, Rune Osmundsen, Linda Nhu, Anja Birch Nielsen and Steffen Helledie, Aalborg University*

09:30 – 09:45 Coffee break

09:45 – 10:45 Presentation by Anders Hedegaard Petersen, CEO: Gabriel A/S

Network as the Organizing Principle

10:45 – 11:00 Coffee break

11:00 – 12:15 Panel session 5: *Outward Foreign Direct Investment from Emerging Economies*

Session Chair: *Marin Marinov, University of Gloucestershire, Aalborg University*

Panellists: *Tina Brandt Husman, Senior Advisor, Invest in Denmark – Brazilian
Investment in Denmark
Jizhen Li, Tsinghua University
Olav Sørensen, Aalborg University
Per Servais, University of Southern Denmark*

12:15 – 12:30 Concluding remarks and closing of the Conference

12:30 – 13:15 Lunch